

## THE FIT CITY MADISON PROGRAM

### Mission:

The goal of Fit City Madison is to improve nutrition and increase physical activity among all Madison residents.

### Origin:

Fit City Madison health initiative grew from Mayor Dave Cieslewicz's desire to address the sky rocketing rates of overweight and obesity along with the rise in sedentary lifestyle. In collaboration between the Mayor's office, Madison Department of Public Health and over 30 different local, state and national organizations Fit City has come together as an overall city theme and partnership between organizations all with the same common theme. Through the Mayor's leadership and the guidance of talented and committed groups and individuals, Fit City Madison aims to turn the tide of a public health epidemic and prevent it from taking a dramatic health and economic toll on Madison. Instead we will strive to make Madison the healthiest city in the nation.

We welcome your suggestions and your participation in Fit City. Thank you for your interest and here is to your health!

For more information visit [www.fitcitymadison.com](http://www.fitcitymadison.com) or call 608-266-4611

## MOVIN' SHOES MADISON

Movin' Shoes opened their first store on State Street back in the fall of 1973. Before this time, the only way to purchase running shoes was by mail order. The owners Roger and Herb each pitched in \$500 to start the store and were only open 4 hours a week. Each customer was a friend to these men and they knew just about all of them by name.

In 1976 Movin' Shoes moved to South Park Street and has remained there ever since. Karl Harter was hired and today he owns the store and prides in staying a small independent business. He feels, just like Roger and Herb did, that each person who walks in the door is a friend. Never has Movin' Shoes sold a shoe for suggested retail and shoes are always 10-15% below this price. They also give discounts to teams, clubs, and high school athletes.

Movin' Shoes moved to a new location at 528 South Park Street in July 2006, now in a bigger and better store that Karl calls "The Movin' Shoes World Headquarters." Movin' Shoes continues to be "Madison and Wisconsin's foremost running specialty store, providing shoes, support, and service for all kinds of runners!"

For more information on Movin' Shoes visit [www.movinshoesmadison.com](http://www.movinshoesmadison.com) or call 608-251-0125.

## VOLUNTEERS:

The Full Moon Run is looking for a few people who want to help out with the race, including the kids' race. It should only be a few hours on the race day and be done by 10pm. Volunteers will receive a free t-shirt.

**If you are interested:** call 608.251.0125 or email [shalon@movinshoesmadison.com](mailto:shalon@movinshoesmadison.com) and speak with Shalon.



# Full Moon 5k & FitKIDS Run

THURSDAY  
July 17, 2008  
9:00 p.m.

Olin Park  
(around Monona Bay)  
Madison, WI

[www.movinshoesmadison.com](http://www.movinshoesmadison.com)

\*Proceeds to benefit Fit City Madison Programs.

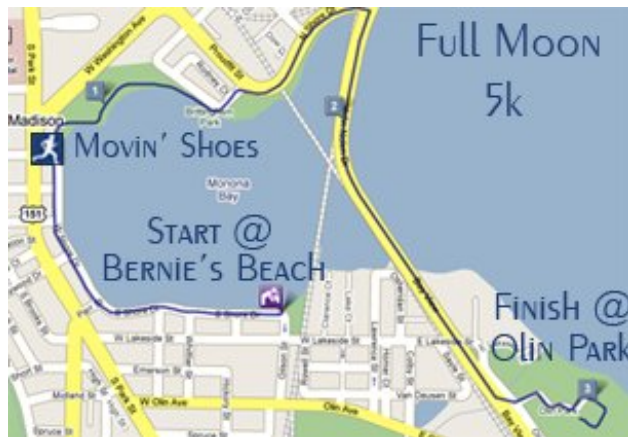
**\*\* This year's race will have a 500 runner limit for safety reasons, so sign up early! \*\***

Movin' Shoes Full Moon Run  
528 South Park Street  
Madison WI 53715  
608.251.0125  
[www.movinshoesmadison.com](http://www.movinshoesmadison.com)

## THE COURSE

**5K:** A very flat/fast loop around Monona Bay. Starting on Lakeside St. heading west, race turns North(right) onto Gilson/Shore Dr., follow around Bay to Brittingham Park bike path which runs all the way to John Nolen Dr., cross John Nolen at lights and take Nolen bike path South (right) back to Olin park shelter road to finish. (Subject to change due to coonstruction).

**Kids Run:** Will be a shorter (about 1/4 mile) fun race around Olin Park.



## DIRECTIONS

Olin Park is on the east side of John Nolen Drive in Madison Wisconsin.

**From Beltline 12/18:** Take John Nolen exit off beltline, go north about 1/2 mile. Parking is on right.

**From Downtown:** Take John Nolen South to Olin Park on east side of John Nolen.

## PRIZES & AWARDS

Shoes, Awards, Merchandise, and Gift Certificates to top 3 male and female in the following age groups: overall, (Kids 12 and under), 13-19, 20-29, 30-39 40-49, 50-59, 60+

## FREEBIES, ETC

- Pint glasses to all runners!
- Tons of Raffle give-a-ways!
- Post Race food, including Specialty root beer and homemade goodies.

## PRE-RACE REGISTRATION

- Internet: Entry forms at [www.movinshoesmadison.com](http://www.movinshoesmadison.com)

- Drop off or mail this registration form to: Movin' Shoes' Full Moon Run, 528 South Park Street, Madison, WI 53715

- Checks payable to: **Movin' Shoes**

\*\* This year's race will have a 500 runner limit for safety reasons, so sign up early! \*\*

## RACE DAY REGISTRATION

- **Olin Park Shelter:** 7:00-8:30pm (Registration closes promptly at 8:30pm so everyone can get to the start in time!)

## ENTRY FEES

- \$15 Pre-Race (\$1 Kids- 12 and under)
- \$15 Race Day (\$1 Kids- 12 and under)

## SCHEDULE

7:00PM Registration Starts at Olin Park Shelter

8:20PM FitKids Race Registration Ends

8:30PM 5K Registration Ends!

8:30PM FitKids K Starts in Olin Park

9:00PM 5K Starts on Lakeside Street

9:30-10:00PM Post Race Refreshments and Awards

MOVIN' SHOES



FULL MOON RUN  
Madison, WI

Movin' Shoes Full Moon Run  
528 South Park Street  
Madison WI 53715  
608.251.0125  
[www.movinshoesmadison.com](http://www.movinshoesmadison.com)

**2008 Full Moon Run Registration Form** make checks payable to **Movin' Shoes & Mail to:**  
Movin' Shoes Full Moon Run, 528 South Park Street, Madison WI 53715  
Registration Fees: Adults- \$15 pre-race, \$15 race-day (Kids- \$1)

Name \_\_\_\_\_ Age \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_ Sex: M / F Shoe Size: \_\_\_\_\_  
I hereby signify that I understand that the Full Moon Run, Movin' Shoes, the City of Madison, the Full Moon Run sponsors, the area where I run or walk and all other organizations and persons connected with this event are not to be held responsible for any injuries which I may suffer while taking part in this event or as a result thereof. In this connection, I hereby waive any claim for damages to my person or property. I further state that I am in proper physical condition to participate in this event. I grant permission for the organizer to use any photograph or any other record of this event for any legitimate purpose.  
Participant's Signature \_\_\_\_\_ Date \_\_\_\_\_  
If under 18, parent or guardian's signature \_\_\_\_\_ Date \_\_\_\_\_